



# FACTS & FIGURES 2021



**MEININGER  
HOTELS**

## Current MEININGER hotels

2 x Amsterdam  
6 x Berlin  
1 x Bordeaux  
2 x Brussels  
1 x Budapest  
1 x Copenhagen  
1 x Frankfurt am Main  
1 x Geneva  
1 x Hamburg  
1 x Heidelberg  
1 x Innsbruck  
1 x Leipzig  
1 x Lyon  
2 x Milan  
2 x Munich  
1 x Paris  
1 x Rome  
1 x Salzburg  
2 x Vienna  
1 x Zurich

## Overview

### Company headquarters

MEININGER Hotels › Obentrautstrasse 72  
10963 Berlin › Germany

### Year of foundation

1999 in Berlin

## Executive Committee

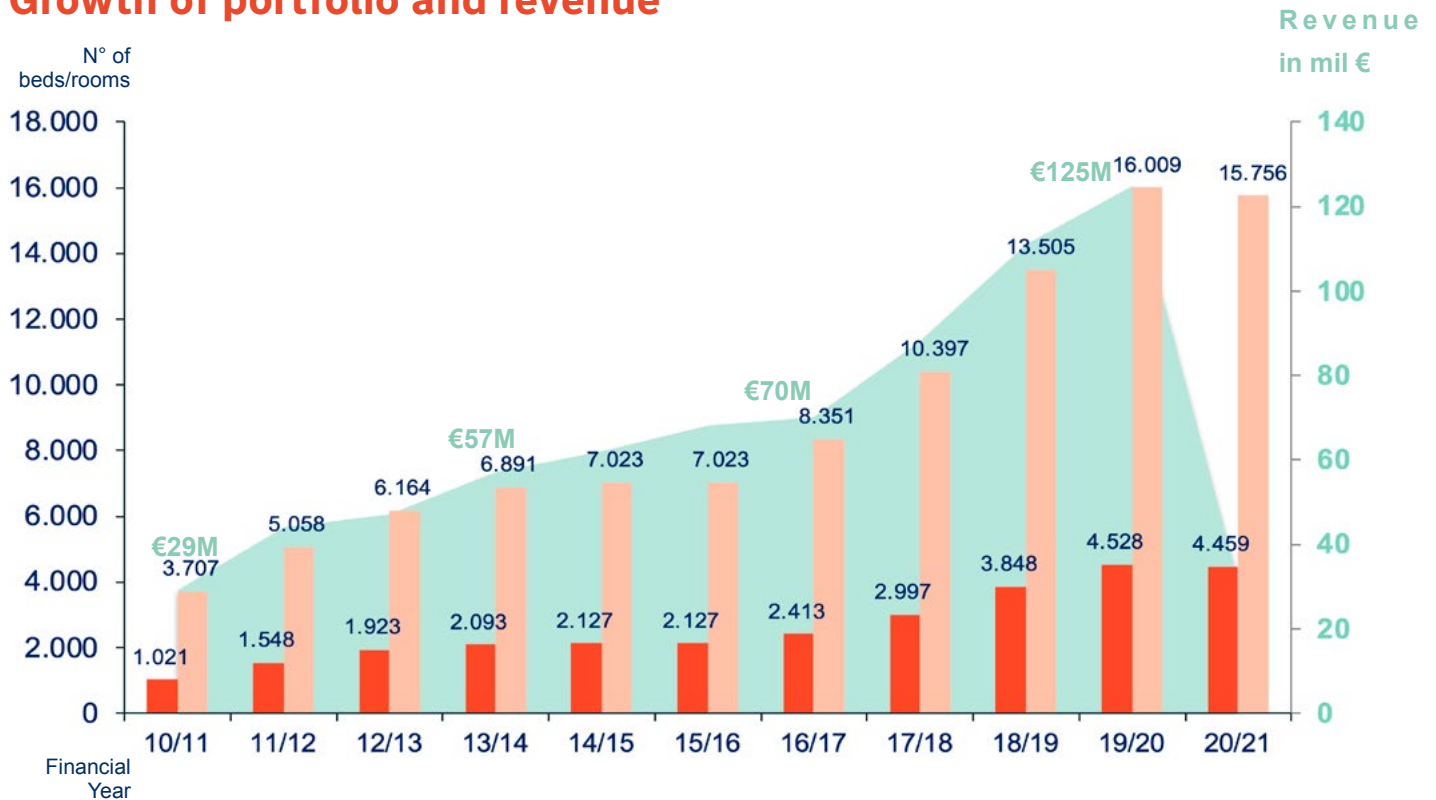
<b>Ajit Menon</b>	<i>Chief Executive Officer</i>
<b>Thomas Hagemann</b>	<i>Chief Operating Officer</i>
<b>Boris Jaster</b>	<i>General Counsel &amp; Compliance Officer</i>
<b>Malin Widmarc-Nilsson</b>	<i>Vice President Commerce</i>
<b>Nicolas Capelle</b>	<i>Vice President Development &amp; Asset Management</i>

The hybrid concept of MEININGER Hotels combines the service and comfort of an international budget hotel with exceptional facilities, such as a guest kitchen and game zone. Each hotel is characterized by excellent value for money, a very central location, high-quality equipment, and flexible room structure. Room types range from single and twin rooms to multi-bedded rooms with up to 8 beds. Multi-bedded rooms can either be used privately, e.g., by families or school groups, or shared with other guests—ideal for backpackers.

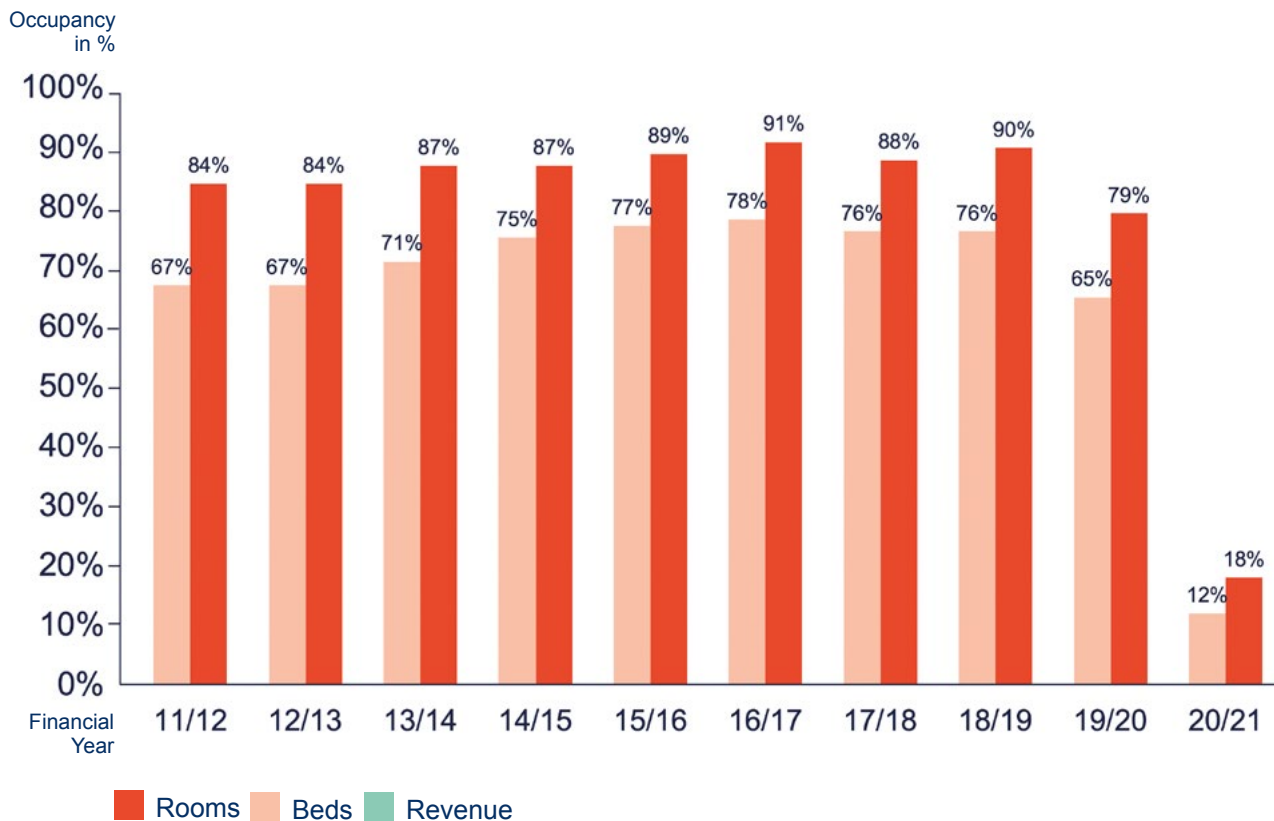
The hotels are tailored and adapted to the specific location and the market served by the hotel. The individual design of each hotel reflects the character of its local environment and inspires different target groups like school groups, families, individual travellers and corporate guests with flexible hospitality solutions.

MEININGER hotels	Opening	Rooms	MEININGER hotels	Opening	Rooms
Amsterdam City West	06/2012	253	Heidelberg Hauptbahnhof	07/2019	100
Amsterdam Amstel	03/2018	185	Innsbruck Zentrum	11/2021	74
Berlin Airport	04/2012	156	Urban House Copenhagen	01/2017	228
Berlin Alexanderplatz	04/2008	90	Leipzig Hauptbahnhof	04/2017	126
Berlin East Side Gallery	12/2017	245	Lyon Centre Berthelot	11/2019	169
Berlin Hauptbahnhof	10/2009	296	Milano Garibaldi	12/2017	80
Berlin Mitte “Humboldthaus”	08/2011	118	Milano Lambrate	07/2018	131
Berlin Tiergarten	09/2018	238	München City Center	09/2004	94
Bordeaux Gare Saint-Jean	05/2021	173	München Olympiapark	03/2019	172
Bruxelles City Center	05/2013	170	Paris Porte de Vincennes	10/2019	249
Bruxelles Gare du Midi	08/2019	170	Roma Termini	04/2018	118
Budapest Great Market Hall	03/2019	184	Salzburg City Center	05/2011	101
Frankfurt/Main Airport	01/2012	168	Wien Hauptbahnhof	09/2007	68
Genève Centre Charmilles	06/2021	104	Wien Downtown “Franz”	10/2011	131
Hamburg City Center	04/2009	116	Wien Downtown “Sissi”	11/2011	102
			Zürich Greencity	05/2021	174

## Growth of portfolio and revenue



## Rooms & beds occupancy



## Development Pipeline

Bremen, Cologne, Dresden, Helsinki, Liverpool, Manchester, Marseille,  
Tel Aviv, Warsaw

## Executive committee



**Ajit Menon**  
**Chief Executive Officer (CEO)**

Ajit Menon has over 30 years' experience in finance and hospitality, including 14 years with American Express and 9 years at Holidaybreak working with British brands like PGL, NST and Eurocamp. Ajit also founded a boutique corporate finance house primarily involved in mergers and acquisitions and raising equity for small and mid-cap companies which he sold in 2006 to a listed Indian brokerage firm.

Ajit was appointed as Strategy Director of Holidaybreak in 2011 with promotion to Deputy CEO in May 2013. He was appointed CEO in September 2019, where he provided strategic guidance to the business and its subsidiaries. In June 2020, he was appointed CEO of MEININGER Hotels.



**Thomas Hagemann**  
**Chief Operating Officer (COO)**

Thomas Theodor Hagemann is responsible for the optimization and execution of MEININGER's operational business strategy. Thomas is an accomplished global hospitality executive with extensive corporate and operational experience. Thomas has a proven track record of managing complex projects in diverse multi-cultural environments, with a strong strategic focus on achieving overall organizational milestones.

Thomas is a certified Project Management Professional who specializes in hotel pre-openings and has worked at both Marriott and Starwood before joining Radisson Hotel Group. After climbing the operational ranks, he served as a General Manager and District Director where he received 15 years of hands-on experience opening hotel projects in over 20 countries.



**Boris Jaster**  
**General Counsel & Compliance Officer**

Boris Jaster joined the MEININGER Hotels group as its General counsel in 2016. He was appointed as Compliance officer of the Group in 2018. He has over 20 years of experience providing legal advice on mergers and acquisitions (share and asset deals) corporate (restructuring) and labor law, compliance, litigation and arbitration.

Prior to joining the MEININGER Hotels group, Boris was Director Legal and Chief Compliance Officer at Tele Columbus AG, Berlin. In this role he had overall responsibility for all corporate legal matters, including contractual negotiations and the drafting of contracts as well as providing the full range of legal advice to all departments across the company.





**Malin Widmarc-Nilsson**  
**Vice President Commerce**

Malin holds many years of international work experience in commercial management within Sales, Marketing, Revenue and Central Reservations. She leads and develops the Commercial division, driving strategic alignment, ensuring accelerated growth and establishing MEININGER Hotels as a key hybrid hotel brand in European hospitality.

Prior to MEININGER Malin has held senior leadership positions in multi-brand franchise hotel chains and significant hotel brands such as Accor, Dorint, Pullman, Nikko & Westin Hotels. Malin has lived and worked in the USA, India, Sweden, Switzerland, the UK and Germany. Malin holds a bachelor's degree in hospitality management from the Johnson & Wales University in Charleston, South Carolina, USA.



**Nicolas Capelle**  
**Vice President Development & Asset Management**

Nicolas joined MEININGER Hotels in September 2015 and has been instrumental in growing the MEININGER footprint from 16 to 30 hotels (2021), and also expanding the geographic spread. During the pandemic, Nicolas and his team expanded their remit to include Asset Management, helping the company engage more effectively with landlords.

Before working at MEININGER Hotels, Nicolas worked for Motel One where he developed their hotels in the France and Benelux market. Prior to that, he worked for PKF hotelexperts, a consulting company focused on hotel development, feasibility studies and operator searches. He has also worked several years in operations with Hilton Hotels. Nicolas has a bachelor's degree in business economics from the Vrije Universiteit Brussels and an MBA in Hospitality Administration from Ecole hôtelière de Lausanne.



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the city**